

## ABSTRACT

An apparatus is provided for displaying images on a screen, in particular for displaying images relevant to advertisements, commercials, marks, slogans and information on a television screen. The apparatus includes structure (5) for connecting to a television set (6); structure (3) for storing data and/or programs relevant to advertisements, commercials, marks, slogans and information; structure (7; 70) for connecting to a telematic network (10); structure (2) for data processing, connected to the structure (5) for connecting to a television set, to the structure means (3) for storing data and/or programs and to the structure (7; 70) for connecting to a telematic network (10) and able to control the apparatus (1), in order to send to said television set (6) signals relevant to advertisements, commercials, marks, slogans and information according to a preset program and/or to a signal received by said telematic network (10).